

1 1. A method comprising:
2 receiving content;
3 generating an index table for said content; and
4 multicasting said content and said index table
5 over a medium to a plurality of receivers.

1 2. The method of claim 1 wherein multicasting said
2 content includes pushing said content to a plurality of
3 receivers.

1 3. The method of claim 1 including determining
2 whether a scheduled multicast time has arrived and if so
3 multicasting said content and said index table over said
4 medium to a plurality of receivers.

1 4. The method of claim 1 including receiving a
2 request from one of said receivers for content in a
3 particular category.

1 5. The method of claim 4 including receiving a
2 request over a back channel for push content over said
3 medium.

1 6. An article comprising a medium storing
2 instructions that enable a processor-based system to:
3 receive content;

4 generate an index table for said content; and
5 multicast said content and said index table over
6 a medium to a plurality of receivers.

1 7. The article of claim 6 further storing
2 instructions that enable the processor-based system to push
3 said content to the plurality of receivers.

1 8. The article of claim 6 further storing
2 instructions that enable the processor-based system to
3 determine when a scheduled multicast time has arrived and
4 to multicast said content and said index table over said
5 medium to the plurality of receivers at said scheduled
6 multi-cast time.

1 9. The article of claim 7 further storing
2 instructions that enable the processor-based system to
3 receive a request from one of said receivers for content in
4 a particular category.

1 10. The article of claim 9 further storing
2 instructions that enable the processor-based system to
3 receive a request over a back channel for push content over
4 said medium.

1 11. A system comprising:
2 a server;
3 a storage coupled to said server storing
4 instructions that enable said server to receive content,
5 generate an index table for said content, and multicast
6 said content and said index table over a medium to a
7 plurality of receivers.

1 12. The system of claim 11 wherein said storage
2 further stores instructions that enable the server to push
3 said content to the plurality of receivers.

1 13. The system of claim 11 wherein said storage
2 further stores instructions that enable the server to
3 determine when a scheduled multicast time arrives and when
4 said scheduled multicast time arrives multicasts said
5 content and said index table over said medium to the
6 plurality of receivers.

1 14. The system of claim 11 wherein said storage
2 further stores instructions that enable the server to
3 receive a request from one of said receivers for content in
4 a particular category.

1 15. The system of claim 14 wherein said storage
2 further stores instructions that enable said server to

3 receive a request over a back channel for push content over
4 said medium.

1 16. A method comprising:
2 receiving content together with an index table
3 from a server;
4 parsing said index table from said content; and
5 storing said index table and said content.

1 17. The method of claim 16 including receiving at
2 least two multicast transmissions, each transmission
3 including content and an index table, and automatically
4 accumulating said index tables from each of said multicast
5 transmissions.

1 18. The method of claim 17 including determining
2 whether a flag is set that indicates that said index tables
3 should be cumulated.

1 19. The method of claim 16 further including
2 conducting a search for a keyword in said index table.

1 20. The method of claim 19 including determining
2 whether the keyword is located in said index table and if
3 not, indicating that the keyword was not found.

1 21. The method of claim 20 including indicating that
2 a search may be conducted over a back channel when the
3 keyword was not found in said index table.

1 22. An article comprising a medium storing
2 instructions that enable a processor-based system to:
3 receive content together with an index table from
4 a server;
5 parse said index table from said content; and
6 store said index table and said content.

1 23. The article of claim 22 further storing
2 instructions that enable the processor-based system to
3 receive at least two multicast transmissions, each
4 transmission including content and an index table, and
5 automatically accumulate said index tables from each of
6 said multicast transmissions.

1 24. The article of claim 23 further storing
2 instructions that enable the processor-based system to
3 determine whether a flag is set that indicates that said
4 index table should be accumulated.

1 25. The article of claim 22 further storing
2 instructions that enable the processor-based system to
3 conduct a search for a keyword in said index table.

1 26. The article of claim 25 further storing
2 instructions that enable the processor-based system to
3 determine whether the keyword is located in said index
4 table and if not, to indicate that the keyword was not
5 found.

1 27. The article of claim 26 further storing
2 instructions that enable the processor-based system to
3 indicate that a search may be conducted over a back channel
4 when the keyword is not found in said index table.

1 28. A system comprising:
2 a processor; and
3 a storage coupled to said processor, said storage
4 storing instructions that enable said processor to receive
5 content together with an index table from a server, parse
6 said index table from said content, and store said index
7 table and said content.

1 29. The system of claim 28 wherein said storage
2 stores instructions that enable the processor-based system
3 to receive at least two multicast transmissions, each
4 transmission including content and an index table, and
5 automatically accumulate said index tables from said
6 multicast transmissions.

1 30. The system of claim 28 wherein said storage
2 further stores instructions that enable the system to
3 conduct a search for a keyword in said index table.

1 31. A method comprising:
2 determining the content which is accessed in a
3 receiver;
4 accumulating information about the content
5 accessed on a receiver; and
6 periodically forwarding said information to a
7 server.

1 32. The method of claim 31 including receiving on
2 said receiver periodic push transmissions of the content
3 from said server.

1 33. A method comprising:
2 receiving on a server, client requests for
3 content;
4 accumulating said requests for content;
5 determining whether particular content is
6 requested frequently by a client; and
7 adjusting the content transmitted to said client
8 based on the frequency of requests for content by said
9 client.

1 34. The method of claim 33 including scheduling
2 content for transmission by multicast to said client in
3 response to a given number of requests for the particular
4 content.

1 35. A method comprising:
2 receiving information from receivers about the
3 frequency with which content on said receivers is accessed;
4 comparing the access information from the
5 receivers to information about content to be transmitted by
6 a server to said receivers; and
7 adjusting the content transmitted to said
8 receivers based on said access information.